



Health Market

FROM HEALTH RESEARCH TO BUSINESS

WELCOME

Dear reader,

I am pleased to welcome you to the third newsletter of the **Health-2-Market** project.

There has been a busy training activity during the last months and we are glad to share some feedback and experiences from our academies in Stockholm and Madrid and seminars in Spain, France, Greece and Germany.

Altogether more than 140 highly motivated health/life science researchers and entrepreneurs have participated in past training events- and more opportunities are to come!

Don't miss the seminars "**Intellectual Asset Management and the Utilization of Academic Research**" (15-16 September, Nicosia, Cyprus) and "**Identifying and evaluating entrepreneurial opportunities**" (10 September, Budapest, Hungary) and the academy on "**Entrepreneurship @ Business Planning in health/life sciences**", organized in **Sophia- Antipolis, France, from 6 to 10 October 2014**.

Do you have a specific question and would like to benefit from experts' advice? **Health-2-Market** offers an "**Ask the expert**" [helpdesk](#) where you can address your request. Our expert team will provide tailored advice- free of charge!

Also don't hesitate to follow our [e-learning offer](#) so as to find high-level educational material on the training topics, including videos, presentations and case studies.

Read on to find out more.



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At a glance

Researchers from the Health/life sciences field often bring about very interesting and important research results that could have high value for the population and users. However, the economic exploitation of research results in the Health/Life science field is still rather scarce and often these results do not reach the market.

Why? Researchers, even if highly interested in exploitation aspects, may lack some important skills in entrepreneurship topics. This is where **Health-2-Market** can help!

The **Health-2-Market** project is a 3 year long Coordination and Support Action, funded by the European Commission under the Health theme of the 7th Framework Programme, aiming to enrich the entrepreneurial mindset of the Health/life science researchers in Europe. **Health-2-Market's** objective is to provide the researchers with the necessary knowledge and skills to enhance their entrepreneurship competences. Our team proposes a set of high-level services, all of them free of charge for the health researchers: they include 1-2 days training seminars, weekly academies for those who are ready to make the important move towards the market, e-learning or personalised coaching, for selected promising cases.

The services are offered by a pool of experienced internal and external specialists coming from leading European academic institutions and private organisations.



*Business opportunities
are right here.*

If you are a Health/life science researcher interested in commercial exploitation, express your interest now and take advantage of the **Health2Market** trainings for a successful commercial exploitation of products and services in the health field!

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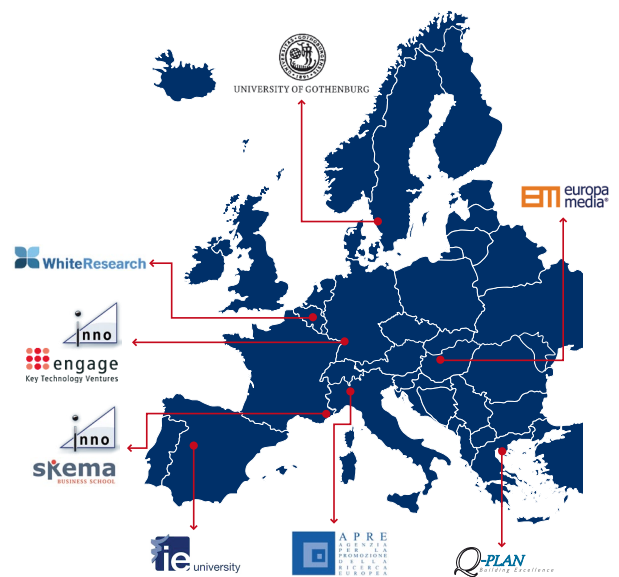
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PROJECT PARTNERS

COORDINATOR



PARTNERS



What's coming next

Health-2-Market training events calendar

EVENT	DATES	HOSTED BY
SEMINAR Identifying and Evaluating entrepreneurial opportunities REGISTRATION OPEN	10/9/2014	Semmelweis University-Health Services Management Training Center Budapest, Hungary (organized by Europamedia)
SEMINAR Intellectual Asset Management and the Utilization of Academic Research	15-16/9/2014	Cyprus Institute of Neurology and Genetics Nicosia, Cyprus (organized by Inno TSD)
ACADEMY Entrepreneurship & Business Planning REGISTRATION OPEN	6-10/10/2014 8-12/6/2015	SKEMA Business School Sophia - Antipolis Campus, France
ACADEMY Intellectual Property, Ethics & the Utilization of Academic Research	9-13/3/2015	University of Gothenburg Gothenburg, Sweden
ACADEMY New Venture Creation & Marketing	20-25/4/2015	IE University Madrid Campus, Spain

MORE SEMINARS COMING UP SOON! STAY INFORMED ON www.health2market.eu

Next September is a busy month for **Health-2-Market** training events, with two seminars organized in Cyprus and Budapest for health researchers who wish to enhance their entrepreneurial mindset.

The “**Identifying and Evaluating entrepreneurial opportunities**” Seminar will take place on **10/9/2014** at **Semmelweis University-Health Services Management Training Center, Budapest** and is designed for any health researcher who is interested in identifying and evaluating opportunities for entrepreneurship and starting a new business. Trainer of the Seminar is Professor Alexsios Gotsopoulos, assistant professor of Management at the **SKK Graduate School of Business**, the top ranked business school in South Korea and ex- assistant professor of Entrepreneurship at [IE Business school \(IE University\)](#), one of the most renowned business schools in Europe (ranked as best business schools in Europe for 2012 and 2013 by the Financial Times) and **Health-2-Market** partner.

Registration is already open until September 5th 2014.

Cyprus Institute of Neurology and Genetics in Nicosia, Cyprus will host the second **Health-2-Market** Seminar of September named “**Intellectual Asset Management and the Utilization of Academic Research**” on **15- 16/9/2014**. Tailored by University of Gothenburg, this seminar will discuss and provide examples of how intellectual asset management can play a critical role in developing innovation in universities by facilitating both research collaborations and the utilization of research results.

More information about agenda and registration soon on www.health2market.eu.

Registration will open soon for the **Entrepreneurship and Business Development Venture Academy**, the last **Health-2-Market** academy for 2014. The Academy will take place on **6-10/10/2014** in the heart of one of Europe’s leading technology parks (**SKEMA Business School, Sophia-Antipolis, France**) and it is designed by three of Europe’s leading higher education institutions: **SKEMA Business School (France), IE University (Spain) and University of Gothenburg (Sweden)**. A team of several experienced professors in the fields of entrepreneurship, innovation and strategy will be teaching the academy and participants will have the chance to develop and test their own business plan, practice pitching to investors and enlarge their network! Health researchers, entrepreneurs, innovation specialists and coaches are all welcome to benefit from this unique experience.

▶ All trainings are offered free of charge. Travel and accommodation costs are not covered.

▶ As the number of participants is limited, online pre-registration is mandatory.

ACADEMY

New Venture Creation & Marketing at IE Business School-IE University

The “New Venture Creation & Marketing” **Health-2-Market** academy took place at the premises of **IE Business School – IE University**, in Madrid, between **19-23 May, 2014**.

The interest for the academy was very high. 48 applications were received and evaluated carefully, resulting to a final number of 21 attendees. Most of them have been funded by EU for their research, and their education level (from masters to post-doc) as well as their field of research/operation (neuroscience, epidemiology, e-health, technology transfer officers, etc.) were quite diverse, generating thus interesting dynamics to the group.

The academy consisted of a week-long intensive training, based on four pillars:

- **Theory discussion**

In this part, the discussion evolved around general guidelines and procedures that new venture creation and marketing of health products must undergo in order to increase chances of a successful and profitable presence in the market.

- **Practical Application to a Health Business Case**

In this part, the group discussion evolved around applying the learning of the first part to a real business case. This method is a very common learning tool in the top business schools worldwide.

- **Application to their specific case**

This part consisted of participants applying the learning they had acquired to their own (existing, or future) business, with the guidance of the trainers.

- **Presentation**

On the last day, participants presented the outcome of their work in front of the whole group and the trainers.

In addition, an important part of the academy was networking. Specifically, the whole group had the chance to attend to a “**Health Business Venture Day**”, organized by IE Business School. In this, graduating students of the IE program “**Management for Scientists and Researchers**” presented their business plans in front of a panel of expert juries. The presentations were followed by open networking with a variety of individuals, related to health business, who attended this event.

The feedback from the participants was very positive, and probably they will be the best ambassadors for future **Health-2-Market** activities. In addition, several of them expressed interest in applying for the additional services of the **Health-2-Market**, especially after these services were presented to them from the **Health-2-Market** partner Engage via video-conference.

Keeping an eye to the end-purpose of **Health-2-Market**, we believe that this academy will help those participants already in business to be more effective, and those who plan to start their business soon to do so by following “best practices”, and avoiding many rookie mistakes.



The Academy
will be offered again
in spring 2015!

For more information stay tuned on
www.health2market.eu



Intellectual Property, Ethics & the Utilization of Academic Research in health/life sciences

at Health-2-Market training academy of University of Gothenburg, Sweden

During the period 10th – 14th of March 2014, the training academy “**Intellectual Property, Ethics & the Utilization of Academic Research in health/life sciences**” took place in **Gothenburg, Sweden**, organised by University of Gothenburg. The goal of the academy was to provide the participants with a fundamental understanding of the challenges and opportunities related to the integration of research and utilization processes. Central to the learning process was the differentiation of sources of knowledge that support and strengthen research projects, the creation of societal value through economic and non-economic means, and the ethical considerations that need to be taken into account.

24 participants attended the course, the majority of whom Swedish and 6 of them from other European countries (Italy, Spain, Germany and Netherlands). Most of them were researchers in the life sciences field, whereas some technology transfer professionals also participated. A common characteristic shared among them was the willingness to understand in depth the importance of utilization for research in general, triggering extensive discussions following the trainings daily schedule. At the end of the training course, feedback from the participants was very positive with all of them valuing high both the content of the course as well as the trainers’ pedagogical skills.





Health-2-Market past training seminars: Facts&figures

✓ 5 training seminars

✓ 5 European countries

Sweden, Spain, Greece, France, Germany

✓ 4 training topics

- Intellectual Property Management and Open Innovation in Universities
- Cutting Edge Decision Making Tools for Entrepreneurs
- Marketing of Innovation & Effectual Entrepreneurship in Health Sciences
- Marketing of Innovative Products in Health/ Life Sciences

✓ 115 Participants



“ Testimonials ”

“The seminar was very helpful, very well organized, in terms of providing information on how to transition from being a physician to building institutions that may be marketable”.

“The seminar addressed and helped me in a lot of issues. And I met a lot of interesting people. I liked the overall spirit during the training”.

“Everything was useful. Valuable advice for students”

“The current case studies examples were really useful and practical as well as the basic principles of management.”

More seminars coming up soon! Stay informed on:

www.health2market.eu

View the short video
from **Health-2-Market** seminar
in Thessaloniki, Greece (April 2014)





Health-2-Market e-learning

New chapters are now available

The **Health-2-Market** e-learning has been developed to boost the entrepreneurial skills of health and life sciences researchers. The e-learning offers interactive learning environment for interested participants in starting their own business. The e-learning can be used as a standalone course or as a supplementary training to the face-to-face events.

Since its launch in September 2013, the **Health-2-Market** e-learning service has attracted more than 500 participants. Our service is not only a traditional e-learning. Chapters offer self assessment quizzes, additional documents, and from this autumn **Real Time discussion sessions will be organized in the most popular topics**. By using the Classmate function the participants can contact each other and discuss common issues, questions.



In addition to the presentations of the three courses: **Entrepreneurship and Business Planning**, (SKEMA Business School, France); **Business Ventures & Marketing** (IE University, Spain); **Intellectual Property & Ethics** (University of Gothenburg), several case studies have been uploaded recently. The case studies, presenting real life case examples will help the participants applying the knowledge gained from the e-learning presentations. The case studies are discussing a number of topics, such as establishing a marketing strategy, utilizing early stage research result through intellectual asset portfolio management, business planning, etc.

If you are interested in receiving a unique interactive training from the professionals of the **Health2Market** consortium, please visit our [website](#) and sign up for our e-learning services.

Health-2-Market Ask the expert service

The **Health-2-Market** team has developed a powerful online tool to provide additional professional support to health researchers: The **"Ask the expert"** service, powered by the experts of **Health-2-Market** consortium, that offers tailored helpdesk support related to entrepreneurship, business development and intellectual property management issues.

This service is free of charge for all interested. Via the [online contact form](#) you can submit your question and receive the best answer by the right expert on the following fields of expertise: Business Management, Intellectual Property, Marketing, Business Planning, New Venture Creation, Entrepreneurship, Ethics, Fundraising.

NEWS FROM PROJECT PARTNERS

ENTENTE @ TTS Europe 2014



The [TTS Europe](#) took place on 14-15 April 2014 at the Institut Pasteur in Paris (hosts: Inserm Transfert & Institut Pasteur). An interactive round-table summit gathering high-level stage biotech innovation KOLS and decision-makers from across all of the key stakeholder groups: tech transfer, public research, patient organizations, foundations, venture capital, corporate venture, investment banks, start-ups, SMEs, big pharma and industry. The ENTENTE team interviewed key opinion leaders and shares their point of view with us in the following videos:

- [How could medical data crunching contribute to develop new personalised drugs?](#)
- [What are the latest challenges making translational research more systematic?](#)
- [What are the challenges in implementing a European patent?](#)

► See more at ENTENTE web portal www.entente-health.eu

Fit for Health training in Stuttgart on 15-16 October 2014: Save the date!



Fit for Health 2.0 organizes an international exploitation training on knowledge transfer and innovation financing and management on **15-16 October 2014 in Stuttgart, Germany**.

This training targets primarily SMEs operating in the health-area and related fields (including pharma, med-tech, biotech, e-health), but also entrepreneurs (incl. researchers) and research institute TTOs, all with tangible results ready for exploitation. Participants will have the opportunity to learn from best-practices through discussions with experienced and successful entrepreneurs/SMEs, finance and industry. *Priority will be given to participants with FP project results from running and finished projects (FP6/FP7/H2020).*

► Further information will be available soon under www.fitforhealth.eu

Two events for SMEs organized by FP7 Health Project ENTENTE and European Association for bio-industries with the support of the European Commission 8-9 October 2014, save the dates!

These events will take place during the 2014 European Biotech Week in Brussels and will be especially dedicated to strengthening the biotechnology innovation potential in Europe through promoting and empowering innovative SMEs seeking financial facilitations and international exposure.

8 October

EuropaBio's 5th Most Innovative European Biotech SME Award

Is your SME interested in participating in this renowned event showcasing European Biotech SMEs that have developed innovative solutions addressing major societal challenges?

► [Find out more information and apply here!](#)

9 October

ENTENTE Life Science Investment Forum

Are you a R&D SME active in the life sciences sector developing innovative products or technologies? Are you seeking for funding or partnering in the next 24 months?

► [Find out more information and apply here!](#)